



LAKE FOREST REDEVELOPMENT AGENCY

SIGN PERMIT AND APPLICATION CHECKLIST FOR SIGNS IN THE REDEVELOPMENT PROJECT AREA

Welcome to the El Toro Redevelopment Plan Project Area (“Project Area”) and thank you for proposing a sign project within this Project Area. The Redevelopment Agency (“Agency”) Board approved the First Amended Conformance Policies and Procedures on February 3, 2004, to facilitate Agency review of projects or new developments within the Project Area and determine their conformance with the goals and objectives of the Redevelopment Plan. For the Agency review process, you must complete the following checklist and include it with the application package submitted to the City’s Development Services Department and/or Building Division if the proposed sign is not covered by a Planned Sign Program or required to be covered by a Planned Sign Program. If you are proposing a New Planned Sign Program or modification to an existing Planned Sign Program you must complete an additional form entitled “Redevelopment Plan Project Area Conformance Application Checklist.”

Upon determination that this application is complete, Agency staff will review your sign project submittal. If the Agency identifies issues related to the proposed project’s consistency with the Redevelopment Plan, you will be invited to meet with the Agency staff to discuss possible resolutions. Agency staff may be contacted at (949) 461-3567 should you have any questions regarding the Agency review process.

APPLICANT/PROPERTY OWNER INFORMATION:

Applicant	Name	
	Address	
	Contact Person	
	Telephone No.	
	Fax No.	
	E-mail Address	
Legal Land Owner	Name	
	Address	
	Contact Person	
	Telephone No.	
	Fax No.	
	E-mail Address	

PROJECT/BUSINESS INFORMATION:

Name of Proposed Project	
Address of Proposed Project	
Name of Commercial Center Proposed Project is located	
General Description of Proposed Sign	
Sign & Building Colors	Lettering color_____ Return color_____ Joints color _____ Building Trim color_____ Building Background color _____
Sign fascia dimensions	Length_____ Height _____
Adjacent property sign information	Sign letter color & size of the business located to the <u>right</u> of the proposed project: Letter color _____ Letter size _____ Sign letter color & size of the business located to the <u>left</u> of the proposed project: Letter color _____ Letter size _____
Description of existing sign (if one exists)	Letter color _____ Letter size _____ Additional info _____

Applicant must also provide digital and hardcopy pictures of the proposed sign, the existing sign, and the signs directly adjacent to the proposed project.

CERTIFICATION:

I hereby certify that the proposed sign information conforms to the El Toro Project Area Redevelopment Plan and Design Guidelines. I am aware that failure to supply the requested information (as stated above) will result in a rejection of this application. I hereby certify that property owner and business owner authorization has been obtained for the proposed signage. I also hereby certify under penalty of perjury that all the foregoing information is true and correct and recognize that any false or misleading information shall be grounds for denying this application.

Applicant (please type or print)

Signature

Date

<i>Guideline #</i>	<i>General Design Guideline</i>	<i>Yes</i>	<i>No</i>	<i>N/A</i>	<i>Applicant Comments</i>
G.1	SIGN LETTERING				
G.1.a	The Message: Use a brief message.				
G.1.b	Avoid hard-to-read, overly intricate typefaces. These typefaces are difficult to read and reduce the sign's ability to communicate. Lettering should be simple and legible.				
G.1.c	Lettering should be in proportion to the size of the sign and the letters should be centered horizontally and vertically on the sign fascia.				
G.1.d	The sign shall occupy no more than 75% of the sign area, both horizontally and vertically.				
G.1.e	Avoid signs with strange shapes. Signs that are unnecessarily narrow, oddly shaped, or unrelated to the products or services being provided on site can restrict the legibility of the message. If an unusual shape is not symbolic, it is probably confusing.				
G.1.f	Signs should employ a consistent sign pattern. Inconsistent signs in a single project can create confusion and detract from the visual qualities of a project. Signs within or above the roof are prohibited.				
G.1.g	It may be appropriate to use widely recognized logos rather than text in some cases.				
G.1.h	Make signs smaller if they are oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet; the vehicle-oriented sign is viewed from a much greater distance. The closer a sign's viewing distance, the smaller the sign need be.				
G.1.i	Building wall signs shall be composed of individual letters, including reverse channel letter signs and channel letter signs. These sign types are virtually indistinguishable from one another except for the manner in which they are illuminated. Reverse channel letter signs are not internally illuminated, while channel letters signs are. Reverse channel letter signs are typically backlit, which creates a halo effect around each letter when wall mounted. Channel letter signs have colored translucent fronts or faces which become more intense and noticeable when illuminated. For both types of signs, exposed raceways and electrical housing are prohibited unless extraordinary structural justification can be made				
G.1.j	Logos and trademarks shall be permitted, but may not exceed the height of the letters.				

<i>Guideline #</i>	<i>General Design Guideline</i>	<i>Yes</i>	<i>No</i>	<i>N/A</i>	<i>Applicant Comments</i>
G.2	SIGN COLOR				
G.2.a	Colors should be selected to contribute to legibility and design integrity of signage. Even the most carefully thought out sign may be unattractive and a poor communicator because of poor color selection.				
G.2.b	A substantial contrast should be provided between the color and material of the background and the letters or symbols to make the sign easier to read in both day and night.				
G.2.c	Limit colors to three on a single sign (not including the sign structure). Color is most effective when used simply. Too many colors, particularly accent colors, may distract the reader, reduce legibility, and make the sign less effective. Multiple colors on individual letters or individual letters exhibiting a different color per letter are strongly discouraged unless it significantly contributes to the aesthetic quality of the sign.				
G.2.d	Gold color trim caps shall not be permitted. The trim cap color shall match either the sign face color or the color of the letter return.				
G.3	SIGN ARCHITECTURAL COMPATIBILITY				
G.3.a	Signs should make a positive contribution to the general appearance of the project and the street on which they are located.				
G.3.b	Sign size should be proportionate. The size and shape of a sign should be proportionate with the scale of the structure or structures in the shopping center.				
G.3.c	Signs should be an appropriate scale with the building on which they are placed and should not overwhelm the architecture of the building.				
G.3.d	Place wall signs to establish façade rhythm, scale and proportion when façade rhythm doesn't exist. In many buildings that have a monolithic or plain façade, signs can establish or continue appropriate design rhythm, scale, and proportion.				
G.3.e	Signage design and materials should be compatible with the design and materials used on the building.				

Guideline #	General Design Guideline	Yes	No	N/A	Applicant Comments
G.4	MONUMENT SIGN GUIDELINES <i>A monument sign is a freestanding sign at ground level, supported from grade to the bottom of the sign with the appearance of having a solid base. Generally, monument signs are of a higher architectural quality than other freestanding signs, such as pole signs. It is not preferred to have a proliferation of monument signs along El Toro Road. Instead, strategically placed monument signs that identify the center and businesses are encouraged.</i>				
G.4.a	A monument sign shall be architecturally compatible with the design, theme, colors, and materials of the center/building for which it is intended to identify.				
G.4.b	Multi-tenant center monument signs should not identify more than four (4) tenants and no less than two (2).				
G.4.c	Monument signs should be limited to a height of seven (7) feet , unless a taller sign is approved as part of a Planned Sign Program.				
G.4.d	A minimum of 10 percent of the sign area of a monument sign should be dedicated to the identification of the street address. Shopping centers along El Toro Road should display the range of store addresses for that development on their sign.				
G.4.e	Monument signs should be located as close as practical to main entrances to the center on any street frontage.				
G.4.f	Monument signs should generally be placed perpendicular to the street and located to ensure that vehicular and pedestrian sign distances at entry driveways and sidewalks are not impaired.				
G.4.g	Monument signs should be constructed of a solid architectural base and side, of durable, long-lasting materials. Each sign should incorporate a base which is a minimum of 24 inches in height. The design and materials used should match the architecture of the development itself and the established architectural theme of the Project Area.				
G.4.h	Signalized entrances are strongly preferred to have single-faced monument signs located at either side of the entrance that include the center name and no more than four(4) tenant names.				
G.4.i	Pole signs shall be prohibited.				